

2017-
2018

Sponsorship Package



Transforming communities
through advocacy,
education, and economic
empowerment

Fresh Start Community Development
Corporation, Inc.
2017-2018



Dear Potential Sponsor,

Fresh Start Community Development Corporation, Inc. (Fresh Start CDC), is a 501(c)(3) non-profit organization that provides vital resources to communities that are in need. These resources include fresh foods, clean water, health and wellness resources, medical care, and economic empowerment, development, and revitalization of communities. The focus for this outreach effort is Flint, Michigan and the surrounding communities. Our goal is to provide the communities with the necessary resources they need to continue to live in an environment that is void of the basic supplies to live healthy and whole lives.

Fresh Start CDC, Inc. is important to Flint, Michigan and the surrounding communities not only due to the Flint Water Crisis, but also because Flint is considered a “Food Desert”. The community is continuing to experience the effects of contaminated water and the economic decline of the city. Many families still utilize bottled water in lieu of fresh water for the everyday functions of life. Moreover, due to the water crises, many of the resources vital to healthy living have fled the community. Within the last two years, three-full service grocery stores in Flint permanently closed their doors, creating a vast food desert in Flint’s most vulnerable neighborhoods. Healthy food access is just one of many poor health indicators for Flint residents. Preventative health care services are virtually non-existent in our focus neighborhoods.

We are planning a permanent solution to the lack of fresh food, medical, and economic resources in the community. The Flint Community Grocery Store is in its final planning stages and will include, groceries, a pharmacy, credit union, community room, and other resources as requested by the community. Fresh Start CDC, Inc. would like to partner with your organization/company to serve and positively impact the communities in the Flint, Michigan. One-hundred percent of the proceeds from your sponsorship goes to the support the community. Your sponsorship dollars will be utilized to fund one or more of the following initiatives/events:

- 1. The monthly “Pop-Grocery Store” where Fresh Fruit, vegetables are shipped into the community to a location easily accessible to the community.**
- 2. Flint community events directly related to community empowerment, education, and wellness (Health Fairs, Educational Outreach, School Supply Drives, Holiday Giving events, etc.)**
- 3. Become a Sponsor for City-Wide events (i.e. The First Annual “Veggie Fest -Flint October 11, 2017)**
- 4. Support the Flint Community Grocery Store**
- 5. General Sponsorship (Dollars will be divided evenly between all initiative/events)**

Our goal is to ease the burdens of communities that were impacted by a crisis that was completely out of their control. Fresh Start CDC, Inc. wants to empower communities to live healthy, whole and economically self-sufficient lives. We need organizations like yours to partner with us to ensure these communities have every resource they need to propel them into a healthy and whole existence.

Will you work with the Fresh Start CDC, Inc to make a difference in the lives of the Flint, Michigan communities? The sponsorship package levels are attached for your consideration. Please contact me at 810-874-0133 if you would like to partner with our organization or if you have any questions. Your financial support would be greatly appreciated.

Sincerely,

Patrick Sanders
Founder/CEO
Fresh Start CDC, Inc.

Please Choose an Initiative(s) to Support

1	Support our monthly “Pop-Grocery Store” where Fresh Fruit, vegetables and water are shipped into the community to a location easily accessible to the community.
2	Flint community events directly related to community empowerment, education, and wellness (Health Fairs, Educational Outreach, School Supply Drives, Holiday Giving events, etc.)
3	Become a Sponsor for City-Wide events (i.e. The First Annual “Veggie Fest -Flint October 11, 2017).
4	Support the Flint Community Grocery Store
5	General Sponsorship (Dollars will be divided evenly between all events).

Sponsorship Packages

Level	Acknowledgement
Platinum (Title Sponsor) MINIMUM \$3500+	<ul style="list-style-type: none"> • Recognition as presenting Sponsor on all Press and Marketing Materials • Banner with company logo • Social Media Campaign with use of unique Branded Hashtag (2 weeks prior, during, and 1 week after event) • Exclusive Post Event Photos • Featured Logo placement on our website and marketing materials • Email Blast • Marketing materials, or sample to include in registration gift bag • Table at our event • Brand recognition announced on event day • Remarks by Company Representative at Event • *Will Need Logo and one-three product photos
Gold MINIMUM \$2000	<ul style="list-style-type: none"> • Recognition as Gold Sponsor on all Press and Marketing Materials • Banner with company logo • Interactive Direct Marketing Activations • Exclusive Post Event Photos • Featured Logo placement on our website • Marketing materials, or sample to include in registration gift bag • Table at our event • Brand recognition announced on event day • *Will Need Logo and one-three product photos
Silver MINIMUM \$1000	<ul style="list-style-type: none"> • Social Media Campaign with use of unique Branded Hashtag one week prior to event • Post Event Photos • Featured logo placement on our website • Brand recognition announced on event day • Marketing materials, or sample to include in registration gift bag • *Will need logo and one-three product photos
Bronze MINIMUM \$500	<ul style="list-style-type: none"> • Logo on marketing material • Featured logo placement on our website • Brand recognition announced on event day



EVENT/INITIATIVE SPONSORSHIP

Our Organization/Company _____ commits to sponsorship dollars for _____ (Initiative(s) or Event(s). We commit to supporting Fresh Start CDC, Inc. at the _____ sponsorship level.

GENERAL SPONSORSHIP

Our Organization/Company _____ commits \$ _____ sponsorship dollars ANNUALLY, QUARTERLY, MONTHLY (Please circle one).

Signed: _____ Company/Organization Representative.

Company: _____

Date: _____